



**A LOOK BACK**

**2020**

# Responsibility at YouTube in 2020

2020 was a year that was nearly beyond explanation. At YouTube, we confronted the challenges of the year by relying on our years of work to remain relentlessly committed to our **#1 priority of Responsibility - balancing the openness of our platform with protecting our community of viewers, creators and advertisers.**

Our 4Rs of Responsibility governed our approach to the year - just as it did in years prior...



## Remove

content that violates our community guidelines



## Raise up

authoritative voices and resources on our platform



## Reduce

the spread of borderline content with improved recommendations



## Reward

content that meets our high standards with the privilege of monetization

We have used this framework as our northstar to provide our advertisers, creators and viewers with a platform that is safer today and will be safer tomorrow.

## Supporting our communities throughout COVID-19

COVID-19 has impacted nearly every area of our lives. From where and how we work, to access to services that we rely on, to the education of children. We maintained our commitment to protecting our communities:

- We **continued to monitor our content** by temporarily relying more on technology to help with some of the work normally done by reviewers.
- We raised up **authoritative voices** directing users to content from local and international health authorities, including the WHO and CDC, from our homepage, above search results and under videos through information panels. Globally, our search panels delivered more than 400 bn impressions.
- We also enabled our creators to create informative and entertaining content through our YouTube Learning destination, Learn@Home site and #withme campaigns.



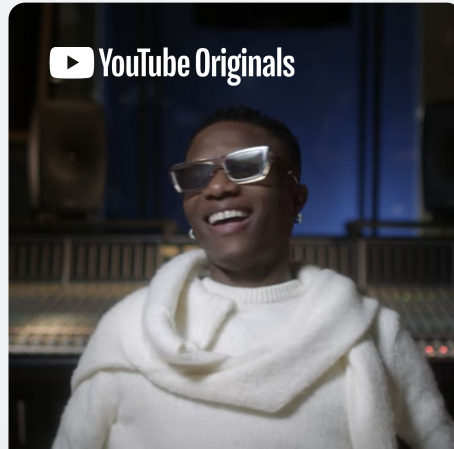
# Supporting inclusivity & amplifying diverse voices

In 2020, the conversation in the United States about racial justice and equity profoundly shifted, as communities around the country and around the world raised their voices. **We are a platform that celebrates a broad and diverse set of voices.** But just as the conversation changed globally, we recognized that we have to do more with and for the black community. **In June we announced the #YouTube Black Voices Fund, a \$100 million fund dedicated to amplifying and developing Black creators and artists and their stories.** We also brought voices to the forefront through some of our YouTube Originals.



## RESIST

This 12-part documentary series follows the **grassroots work of multicultural/ intersectional organizations** that are fighting the Los Angeles county's \$3.5 billion jail expansion plan in the United States in 2018.



## A Day in the Live: WizKid

This multi-hour livestream event featured one of Nigeria's fastest rising singer / songwriters. The event was the most successful livestream to date in EMEA, resulting in over 100k live chat comments, more than 1.3M views



## Bear Witness, Take Action

In a two-part series, Keke Palmer and Common hosted a live-stream **global conversation on racial justice to inspire YouTube's global community** by uniting artists and creators public figures and influential voices.

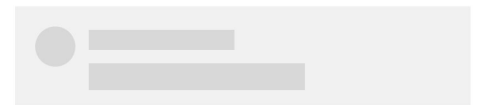
## Improving comment moderation to protect communities and creators

Comments help to connect viewers with creators. To promote healthier conversations on YouTube, we have focused on launching new features to help shape the tone for more respectful conversations.

Building upon our comment moderation tools that help creators manage comments, we have a filter that will hold potentially inappropriate or hurtful comments for automatic review, so that creators need not read them.

We are also launching a new feature that will warn users when their comment may be a offensive so that they can reflect before posting.

### Keep comments respectful



If you're not sure whether your comment is appropriate, review our [Community Guidelines](#).

Did we make a mistake? [Let us know](#)

POST ANYWAY

EDIT

# Safeguarding our platform from hate & harassment

The openness of YouTube's platform is what allows diverse voices to thrive and for communities around the world to come together. That openness, however, must be balanced with safety for our advertisers, as well as our viewers and our creators. That is why we recognize our responsibility to prevent our platform from being used to incite hatred or harassment, nor to be a tool for discrimination or violence. As part of our responsibility, we have implemented, enforced and refined our policies to protect our communities and to make YouTube a safer place.

## SAFEGUARDING OUR PLATFORM FROM HATE AND HARASSMENT

Most recently, we have taken a close look at how our products and policies work for everyone - particularly the Black community. Among the most common pain points was how comments are addressed on YouTube. To better address this, we have done a few things:



We have also invested in technology that helps our systems better detect and remove hateful comments by taking into account the topic of the video and the context of a comment.



We are protecting creators through a redesign of our moderation tools to develop a feature that will remove hateful comments before our creators even see them.

## 2021 Priority: **Brand Suitability**

YouTube/Video  
Global Solutions

### BRAND SUITABILITY BEST PRACTICES



To help our advertisers to live up to their publicly stated commitments to support diverse communities around the world, we have created a Brand Suitability Best Practices playbook.

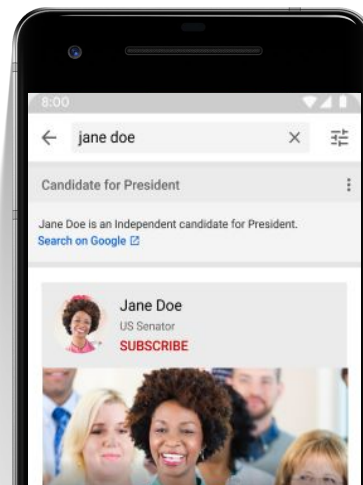
This resource will help to advertisers properly leverage our suitability controls to fine tune where their ads appear, while connecting with diverse audiences and supporting creators who address diverse issues.

# Supporting civic engagement and fair elections

We work to help voters around the world access authoritative information - just as we did in 2020 with the United States elections. We enhance our election security and transparency efforts, and provide advertisers with controls that lets them define whether political and election content are suitable for their brands.

## Raising authoritative information to voters

- Our **fact check information panels** provide users with context from third-party fact-checked articles above search results for relevant queries—including specific claims about the election.
- We provide additional context via information panels.
- Searches for 2020 U.S. presidential and federal candidates will feature **candidate information panels** above the search results in both Spanish and English.



## Industry-wide alignment

We joined the WFA's initiative, the **Global Alliance for Responsible Media** (GARM) in 2019. GARM announced a set of 11 common advertising definitions for harmful content to the industry with its **Brand Safety Floor and Brand Suitability Framework**. While we required no changes to our policies or approach to comply with GARM's standards, we are continuing to work with GARM on its **strategic focus areas**:



- 1 Development of more harmonized reporting on harmful content, while continuing to report metrics unique to each platform.
- 2 Commitment to develop and deploy tools to better manage advertising adjacency.
- 3 Commitment to have independent oversight on brand safety operations, integrations and reporting



## Looking ahead to a new year

What gives us confidence and energy as we look towards this year is the perseverance that we all demonstrated in the 12 months prior. While we can't predict what comes next, what we can say with the utmost confidence is that whatever the challenges are, **YouTube remains steadfast in its commitment to Responsibility to protect viewers, creators and our advertisers**. This commitment and our years of progress is what provides us with the blueprint to take on this year and to make YouTube a safer platform today and tomorrow.